

ITEMS OF INTEREST FOR PRACTITIONERS

How to use law libraries. Pervasiveness of legal issues affecting practitioners & their employees today sometimes calls for obtaining legal info without high cost (or waiting time) of attorneys. "Using a Law Library" describes the workings of our legal system in detail, tells where & how to get data yourself. Produced by HALT, "an organization of Americans for Legal Reform," this 64-page manual methodically takes you through all stages of legal research from the structure of the courts to "shepardizing" citations. Purchase of booklet automatically includes HALT membership which entitles you to four newsletters and five other manuals on Shopping for a Lawyer, Real Estate, Small Claims Court & Probate. (\$15 from HALT, 201 Mass. Ave, DC 20002)

"4-year college course in editing, writing, photography, layout, production & publication management" is packed into Robert Baker's The Best of Impact. 47 of the most useful issues of his "thoughtletter" Impact (published for 20 years) provide the information. Sourcebook is divided into 10 major categories: 1) Planning; 2) The Art of Editing; 3) Writing & Reportorial; 4) Photography; 5) Layout; 6) Production; 7) Distribution; 8) Promotion; 9) Evaluation; 10) Allied Media. Also includes 99-Point Communications Audit to evaluate your performance as a communicator. Standard bookshelf item for the organizational writer/editor who struggles with the written word. (From Impact Publications, 203 N. Wabash Ave, Chi 60601; \$17.50)

One of the primary goals of QWL movement is reduction or elimination of middle managers -- the great bureaucracy. Trend seems to be working. Survey of middle managers by ORC registers their discontent. Of 240,000 employees from 188 companies surveyed, only 67% of supervisors rated their firms "one of the best" or "above average" -- compared to 82% in 1975. Percentage is getting closer to clerical & hourly workers, 47% & 46% respectively. (Flipside is the resulting morale & loyalty issues.) Along with frustration of losing power to lower level workers, middle managers are concerned with job security, inadequate salaries, opportunities for promotion, top management's unwillingness to listen to their complaints & problems. Participative decision making, quality circles & similar techniques reduce the need for supervisors.

SINCE NO MEDIUM IS SOLE SOURCE, TAKING A STAND DOESN'T LOSE AUDIENCES

Unpopular editorials do not result in readership loss, according to a Response Analysis survey in a major metropolitan area. Only 9% said yes to the statement: "I will stop reading a particular paper if I don't agree with its editorial policy or viewpoint." And only 8% said: "I have stopped reading a newspaper because of its partisanship or bias." One explanation offered by the survey is that since most residents did not view the newspaper as the sole source of news, they simply would not get extremely upset by a newspaper's editorial policies. (The Sampler, No.23, Spring 1982, p. 1)

WHO'S WHO IN PUBLIC RELATIONS

PEOPLE. Boy Scouts of America (Irving, Texas) names Raul Chavez dir comms div ...Sears, Roebuck (Chi) appoints Douglas Fairweather dir, corp media rels...Associates Corp (Dallas) names Gary Kastel sr vp, corp comms...Reddy

Communications (Greenwich, Ct.) names M. Jean Metz vp...Robert Arnold becomes vp, The Alexander Co. (NYC).

Vol.25 No.24  
June 14, 1982

PRINT JOURNALISTS FOUND "ARROGANT," DICTATORIAL BY STUDY WHICH SEES THEIR UNRESPONSIVENESS AS THREAT TO FREE PRESS; ASNE DISCOVERS NEWSROOM ATTITUDES UNDERESTIMATE READERS

What is the reporter's role in the community and responsibility to readers? What is news? Who decides and how? Answers were sought in an eight-location survey of newsroom attitudes sponsored by American Society of Newspaper Editors & Newspaper Readership Project conducted by Michigan State Univ. Survey elicited concerns that 1) "There is very little contact between the news desk & the reader"; 2) "Our people don't socialize in the community"; 3) "Newspapers don't trust the people they are writing about."

Newspaper journalists have difficulty articulating a definition for news. They say it's a sense that reporters either have or don't have. To let audience dictate it would be fatal, they say, citing tv news which is run by audience surveys as an example. Journalists perceive readers have little interest in news; that it is the journalist's responsibility to tell readers what they "ought to know." Outcome is that news is what reporters & editors think it is.

Journalists underestimate their readers. They perceive a readership level of 51% -- the national average is 67% according to studies of readers. They estimate the average amount of time spent reading a weekday paper at 24 minutes -- national average is 35. They say 63% watch dinner-time newscasts -- actual audience estimate is less than 50%. Newspeople substantially underestimate audience interest in national government news and stories about environment & energy. Other hard-news categories underrated are: international news, economic news, education & schools, science.

HOW JOURNALISTS DEFINE NEWS

- 1. Consequence 41%  
(affect lives; educate/inform; important to lifestyle or ability to cope; "should know news"; watchdog/surveillance; moral/social importance; affect status quo)
- 2. Interest 32%  
(unknown, unusual or aberrant facts; entertaining; human interest, emotion arousing, contact with others; interest to editorial staff; people would talk about it; social norms/styles; good writing)
- 3. Timeliness 17%  
(new happenings; current happenings; new angles on events; new trends)
- 4. Proximity 5%  
(local events other than gov't/politics; local gov't/politics; other local impacts; local trends/issues)
- 5. Prominence 2%  
(people famous for "hard news"; people famous for "soft news"; famous events; other media coverage)



Don't Trust Readers' Judgment

Newspeople are suspicious of research because of their low estimation of readers. Half of the respondents believe important news might go uncovered if newspapers were guided by read-

ership surveys. Most consider it important only for non-news purposes: 1) deciding what features to cover; 2) planning changes in format & layout; 3) providing information to advertisers about audience.

Study raises issue: how can journalists, who underestimate the public they serve, fulfill their role to seek truth & promote the free flow of ideas? "The study shows (First Amendment Congress Chrm) Jean Otto is only partially correct in her assertion that the lack of public concern about the free flow of information and ideas is the greatest danger to a free press. An even greater danger lies in many journalists' feelings that the greatest threat to their freedom is interference from the public they are supposed to serve. This report has shown many journalists to be out of touch with the communities they serve. For too many, this is a state of affairs they would prefer to maintain."

(For copy of study write ASNE, project dir's ofc, P.O. Box 17004, DC 20041)

Aim For Behavior. Journalists' desire for material which affects people's lives ought to be a guideline for practitioners. Writing for public relations is more than just writing for clippings. "Let's suppose the NYTimes takes a release of yours and prints it verbatim on the front page. Would that be a successful placement? Not if it doesn't get results. And by results I mean increasing sales, or making the workforce more productivity conscious, or successfully influencing legislation, or attracting good people to the company, or some such effect connected with the overall purpose of your effort," says Morty Lefkoe, acc't exec, Ruder Finn & Rotman. He teaches this approach in an NYU-PRSA course entitled "Advance Public Relations/Public Affairs Writing" aimed at learning to write for results. (Info from Business & Management Programs, 310 Madison Ave, NYC 10017)

SELF-TEST INVOLVES READERS WHILE ADS PAY MAJOR COSTS OF MAGAZINE AT NEW HAVEN HOSPITAL

Once you've informed your public, what technique do you use to get them to react? A health IQ test is Hospital of St. Raphael's answer. May-June issue of St. Raphael's Better Health chal-

lenges readers to take a 40-question health quiz. Box at beginning tells about Tel-Med -- hospital's phone info service on variety of health problems. With each answer at end of quiz, magazine gives number of Tel-Med tape with info on that health topic, along with phone numbers.

Bimonthly magazine is supported by paid advertisements. To keep magazine attractive, hospital has graphic designer on staff to handle ads that don't come camera ready

| HOW NEWS PRIORITIES ARE RATED       |                      |
|-------------------------------------|----------------------|
| <u>News Category</u>                | <u>Avg. Response</u> |
| Breaking                            | 4.46                 |
| Local                               | 4.43                 |
| National                            | 4.02                 |
| State                               | 3.82                 |
| Interpretive background             | 3.73                 |
| International                       | 3.72                 |
| People & lifestyles                 | 3.66                 |
| Business                            | 3.56                 |
| Scandals                            | 3.53                 |
| Social trends                       | 3.36                 |
| Items already covered by television | 3.00                 |
| Government issues                   | 2.41                 |

from agencies. Paid space offsets almost 60% of costs. This includes some income from another innovative device: asking readers to contribute specifically for the magazine. This appeal is not made in magazine but thru a letter sent to readers.

Magazine's front cover uses vivid colors; interior & back cover are printed in b&w. Varied column format & lots of graphics add visual interest. (For copy write them at 1450 Chapel St, New Haven, Ct. 06511)

HOW STRONG IS NEW PEACE MOVEMENT? SUPPORTERS COME FROM SURPRISING QUARTERS BUT IMPLICATIONS STILL UNCLEAR

In rapidly accelerating popular push for disarmament, the leaders are not old-line pacificists. And, as US Joint Chiefs of Staff Chrm General David Jones

notes, "We can't dismiss it as the emanations of a fringe group, because there are many serious-minded people -- many who strongly support defense -- sharing these concerns. I share these concerns and am a strong supporter of arms control."

"Our President talks of arms limitations while pressing for the development of new & redundant nuclear weapons systems, systems which drive the defense budget beyond the size of the entire federal budget just a few years ago." (Pres. Paul Gray of MIT, which did \$166 million of business in '81 with Dep't of Defense)

servative Mormons, civic groups ... which we ruthlessly maintained." (Brigham Young's great-great-grandson Dr. Edwin Firmage, describing successful grassroots fight against "the most obscene" nuclear weapon, MX missile.)

"My audiences throughout the country have come from every walk of life." (Catholic Bp. Leroy Matthiesen, who gained prominence by asking workers in his diocese to quit assembling nuclear weapons.)

"Civil defense now is 'blatant irrationality' & 'mass psychosis.' "It lulls us into a state of dangerous apathy." (Prof. of psychiatry John Mack)

"15% of the 'notably nonpolitic' & conservative Harvard class of '57 have signed cards calling for a halt to the nuclear arms race. Drive was organized by a hospital vp for planning & a consultant to federal reserve bank.

"The B1 bomber is a hideous waste of taxpayers' money. Workers know that no job has security if you risk nuclear war, if you risk incinerating yourself while you're doing it." (Pres. Wm. Winpisinger of machinists' union, whose members would build B1.)

"Starting a nuclear war with the aim of winning is an idea whose time, if it ever came, has now passed." (Simon Ramo of TRW, who was chief scientist for the Intercontinental Ballistic Missile system)

Physicians For Social Responsibility has 10,000 members, grows at rate of 200/week. AMA voted overwhelmingly for a resolution stating that, in nuclear war, there can be no adequate medical care. "About nuclear weapons there can be no controversy" where "the medical consequences" are concerned, remarks Howard Hiatt, Harvard School of Public Health.

"We formed an alliance of cattlemen, sheepmen, environmental groups, con-

While outcomes are uncertain, trend is clear to one watcher & shaper of public opinion who has a remarkably accurate record of forecasting. Recounting his failure just 2 years ago to interest Democratic National Convention in arms control, J.K. Galbraith says, "The current popular drive for a freeze on nuclear weaponry is one of the great movements of our time."